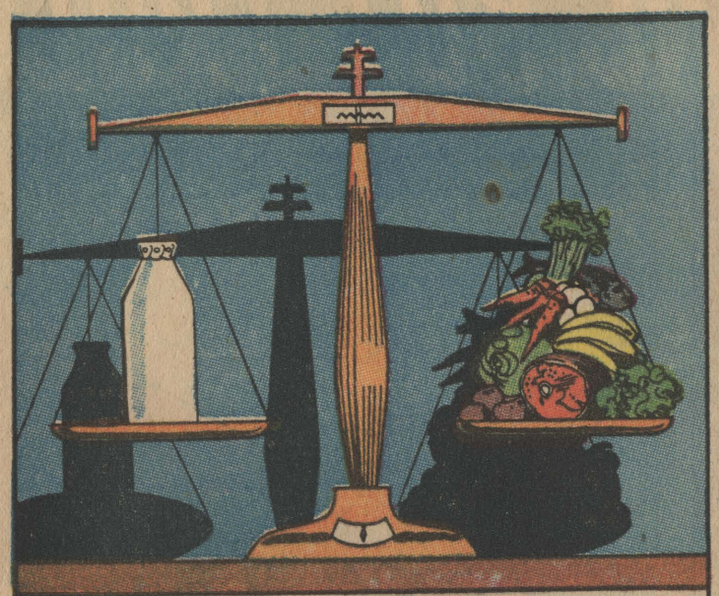
AMAZING BUT TRUE

FACTS ABOUT MILK AND MILK PROTECTION

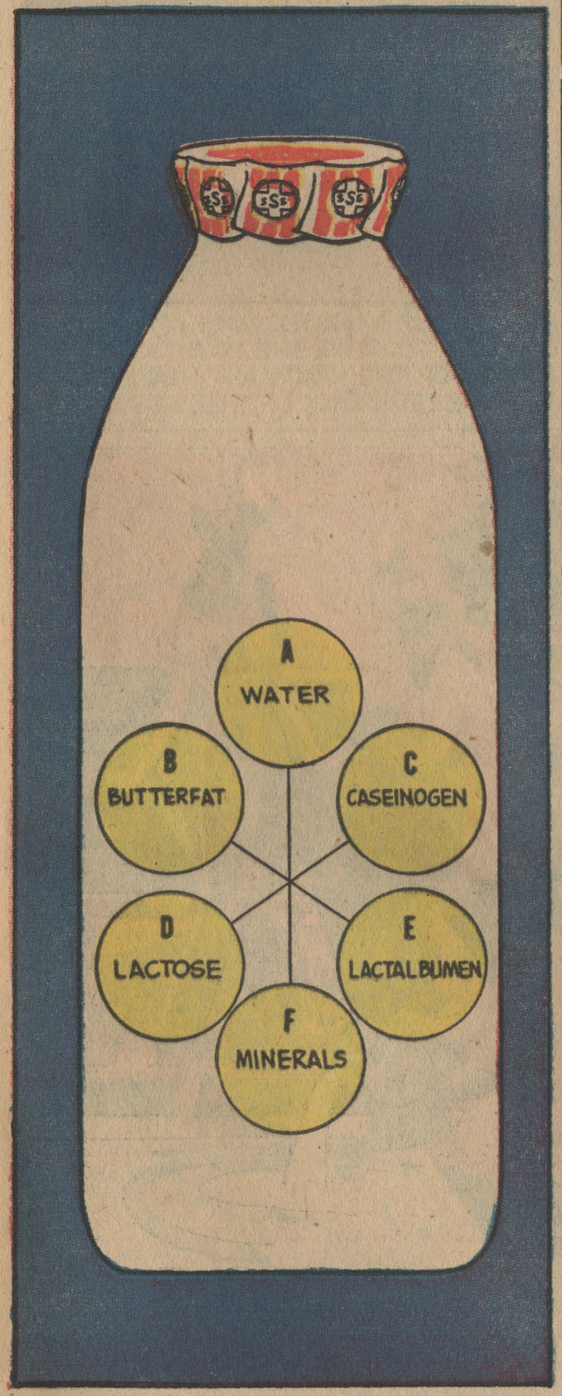


MILK IS THE ONLY COMPLETE FOOD PRODUCED BY NATURE AND THE MOST IMPORTANT TO MAN.

MORE THAN 216 BILLION GLASSES OF MILK ARE CONSUMED BY AMERICANS EACH YEAR, WHICH HELPS MAKE US THE HEALTHIEST COUNTRY ON EARTH.

Copyright 1956 by Sealright Co., Inc.

WHAT MAKES MILK SO VALUABLE?



A ALL LIVING THINGS REQUIRE WATER; OUR BODIES, IN FACT ARE 2/3 WATER. A PERSON WILL LOSE ABOUT 3 QUARTS OF WATER EACH DAY THROUGH PERSPIRATION AND OTHER MEANS. MOST FRUITS, VEGETABLES AND MEATS ARE OVER 7% WATER.

B BUTTERFAT CONSISTS OF TINY BUBBLES OF MICROSCOPIC SIZE. THERE ARE MILLIONS OF THEM IN A TEASPOON OF MILK.

BUTTERFAT PLAYS AN IMPORTANT ROLE IN YOUR HEALTH CONTRIBUTING A SOURCE OF ENERGY THAT IS MORE EASILY DIGESTED THAN OTHER FATS. NEXT TO COD LIVER OIL, BUTTERFAT IS THE GREATEST SOURCE OF VALUABLE VITAMIN 'A', AN ESSENTIAL TO HEALTH AND GROWTH.

COD LIVER OIL

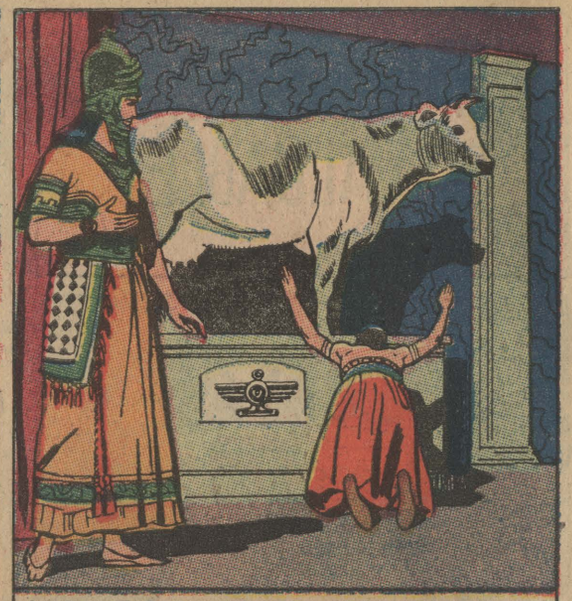
C & **E** CASEINOGEN AND LACTALBUMEN CARRY THE PROTEINS SO NECESSARY TO HEALTH GIVE YOU MORE AND BETTER PROTEINS THAN MEAT, FISH AND EGGS.

D LACTOSE IS SUGAR IN MILK WHICH GIVES ENERGY AND PEP AND AIDS IN THE DIGESTION OF FOOD.

SUGAR

F CALCIUM, SALT, IRON AND PHOSPHORUS HELP THE GROWTH OF BONES AND ARE ACCEPTED BY THE HUMAN BODY EASIER THAN THE SAME MINERALS AS FOUND IN CARROTS SPINACH AND OTHER VEGETABLES.

THE OLDEST KNOWN REFERENCES TO MILK, 4000 YEARS BEFORE CHRIST, WERE FOUND BY ARCHEOLOGISTS NEAR PREHISTORIC LAKE GENEVA.

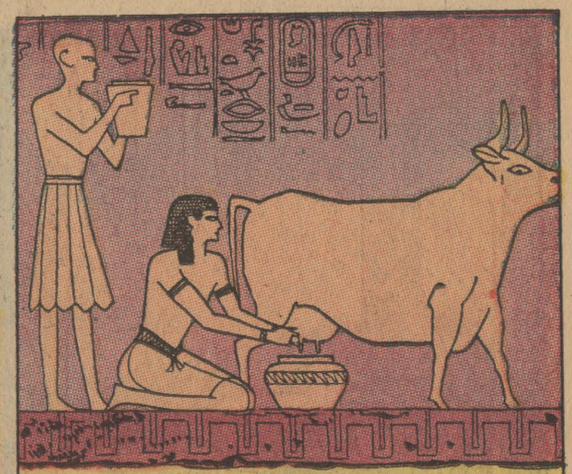


ANCIENT BABYLONIANS WORSHIPPED THE COW AS A GODDESS. SHE WAS CALLED MOTHER OF THE MOON AND HER MILK THE SACRED DRINK OF THE GODS.

HIPPOCRATES, THE FATHER OF MEDICINE, FIRST CALLED MILK THE MOST NEARLY PERFECT FOOD.

BEAUTIFUL CLEOPATRA AND EMPRESS POPEA CONSIDERED MILK A BEAUTIFIER, BOTH AS A BATH AND A DRINK.

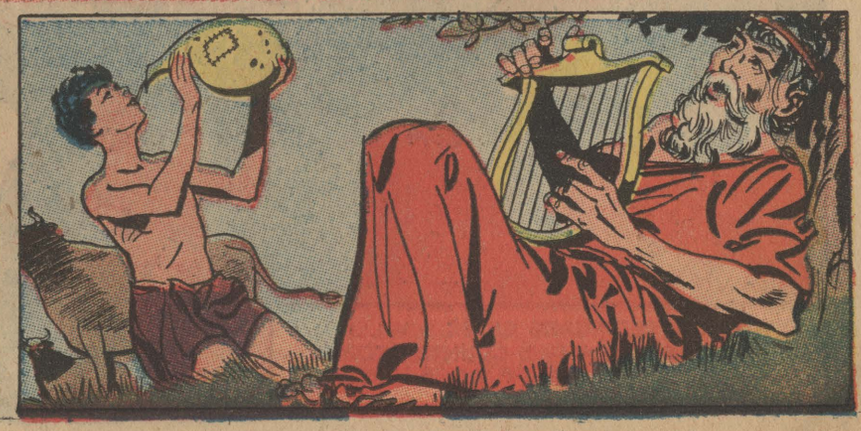
WHEN THE PROPHETS OF BIBLICAL DAYS SPOKE OF THE PROMISED LAND THEY MADE NO MENTION OF GOLD OR PRECIOUS JEWELS. THEY PROMISED THAT THIS WAS "A LAND FLOWING WITH MILK AND HONEY."

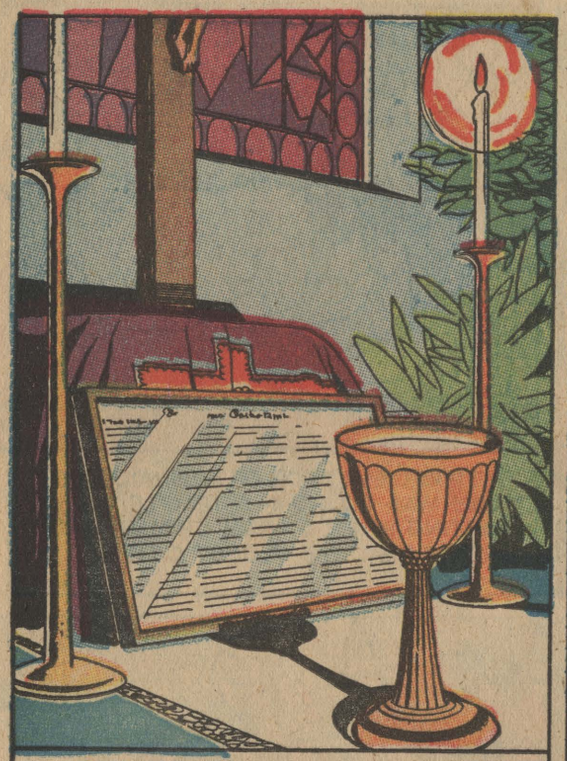


THE FIRST EVIDENCE OF MEN MILKING COWS WAS FOUND IN A TEMPLE WALL PAINTING IN UR OF THE CHALDEANS, ONE OF HISTORY'S OLDEST CITIES.

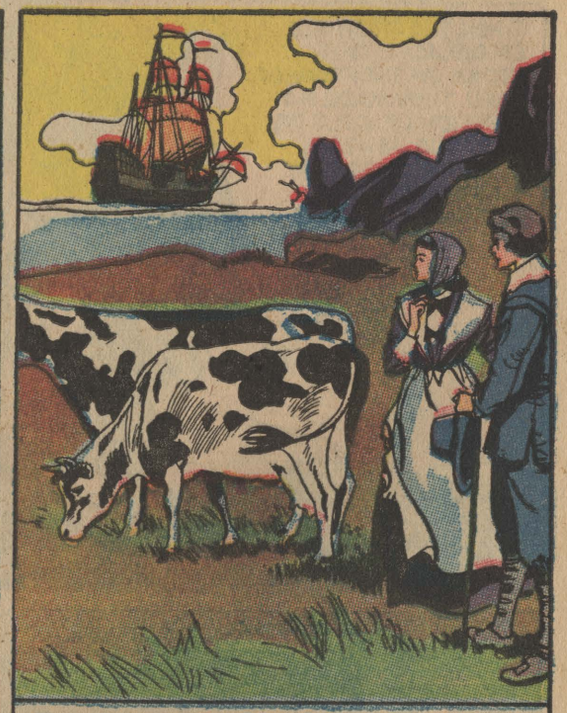
MILK WAS THE FOOD OF FIGHTING MEN OF OLD. THE FIERCE HORSEMEN OF GHENGIS KHAN WHO SWEPT ASIA AND MUCH OF EUROPE WERE MILK DRINKERS.

HOMER, THE BLIND POET, SANG PRAISES OF MILK AS HE STRUMMED HIS LYRE.





IN THE EARLY CHRISTIAN CHURCH MILK WAS OFTEN SUBSTITUTED FOR WINE IN THE COMMUNION.



THE PILGRIM FATHERS HAD NO CATTLE WHEN THEY LANDED AT PLYMOUTH ROCK IN 1620. THE FOLLOWING YEAR, HOWEVER, 30 CATTLE WERE BROUGHT FROM HOLLAND.

TWO HUNDRED YEARS LATER 6 MILLION CATTLE WERE IN THIS COUNTRY. TODAY 36 MILLION CATTLE SUPPLY THE UNITED STATES.

DISEASE DUE TO IMPURE MILK CAUSED A MAJOR TYPHOID EPIDEMIC IN ENGLAND IN 1857, HUNDREDS OF SIMILAR CATASTROPHES FOLLOWED, CREATING A NEED FOR SANITATION.

AS EARLY AS 1509 IN THE CITY OF VIENNA, IT WAS RECOGNIZED THAT IMPURE MILK CAUSED SICKNESS, BUT IT WAS NOT UNTIL 1860 WHEN LOUIS PASTEUR FOUND THAT GERMS WERE THE RESULT OF UNCLEANLINESS, THAT STEPS WERE TAKEN TO ADOPT SANITARY METHODS TO ASSURE PURE MILK.

IN 1892, IN AMERICA, IT WAS SUGGESTED THAT THE HOUSEWIFE BOIL MILK AT LEAST ½ HOUR TO ASSURE BACTERIA-FREE MILK. THIS WAS THE FIRST STEP TOWARD PASTEURIZATION.

AS THE PROGRESS OF MILK SANITATION GREW THROUGH THE YEARS, SO ADVANCED THE CONTAINERS THAT HELD THE MILK.

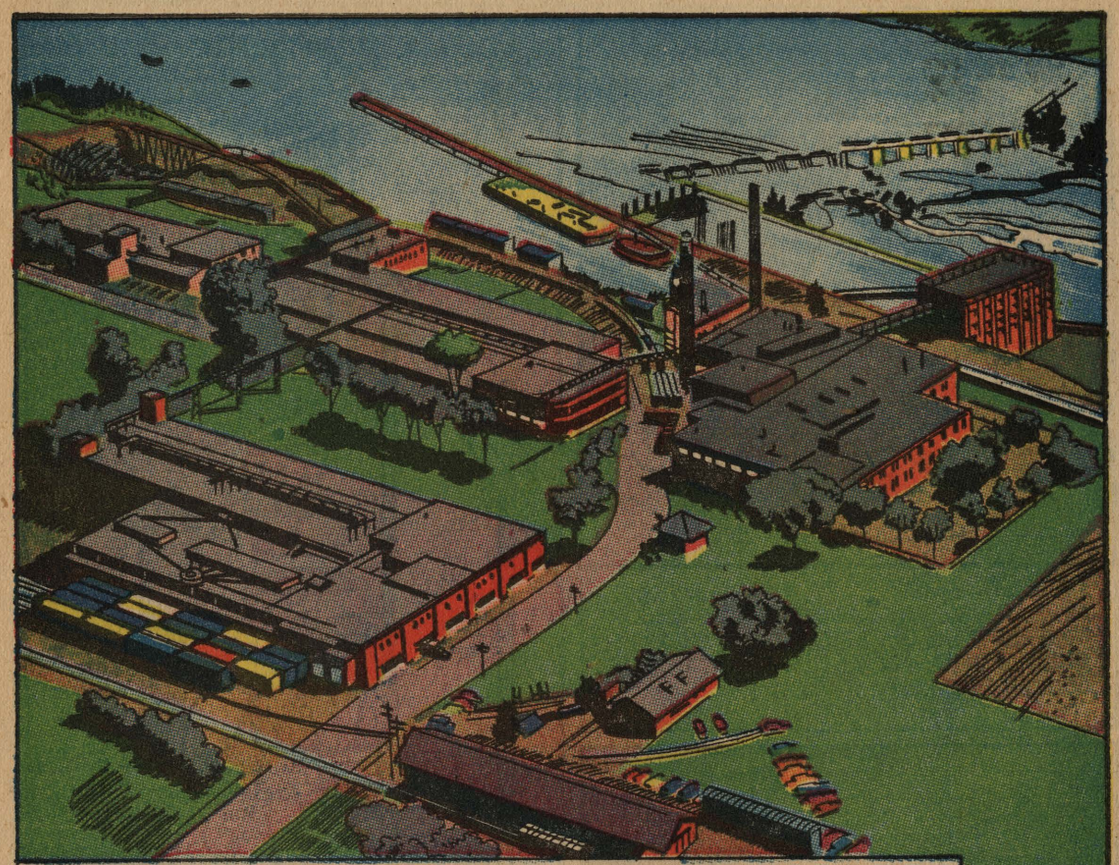
IN THE EARLY 1900'S THE ITINERANT MILKMAN ROAMED THE STREETS WITH A CART FILLED WITH 40-QUART BUCKETS OF MILK.

AS HE TRAVELED FROM HOUSE TO HOUSE HE WOULD LADLE MILK INTO THE HOUSEWIVES OWN PITCHER OR OTHER CONTAINER..

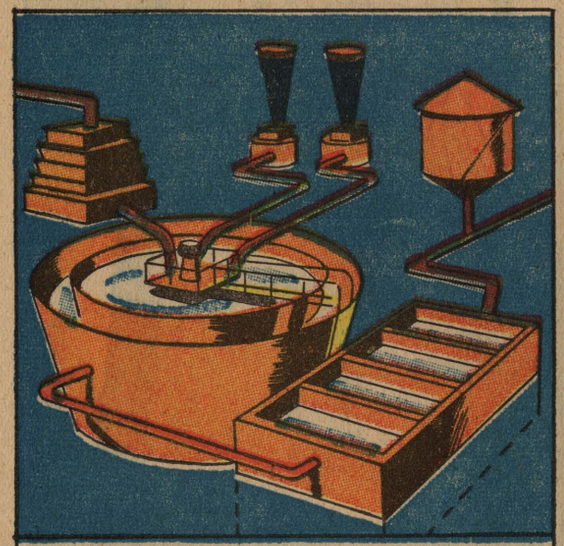
LATER, THE FIRST BOTTLES MADE THEIR APPEARANCE. A GLASS STOPPER, HELD TO THE BOTTLE BY WIRE, FIT, NOT TOO SNUGLY, INTO A RUBBER GASKET. THIS OF COURSE, WAS UNSANITARY.

SOON, HOWEVER, THE FLAT PAPER DISC CAP WAS INVENTED, BUT THIS DID NOTHING TO PROTECT THE OFTEN HANDLED POURING SURFACE OF THE BOTTLE FROM COMING IN CONTACT WITH POURING MILK.

AMERICAN INGENUITY MADE ITS WAY FELT BY PRODUCING THE CLOSURE OR HOOD THAT IS NOW USED BY MORE AND MORE DAIRIES EVERY DAY. THIS PROVIDED THE FINAL SAFEGUARD FOR A COMPLETELY STERILE-CLEAN BOTTLE.



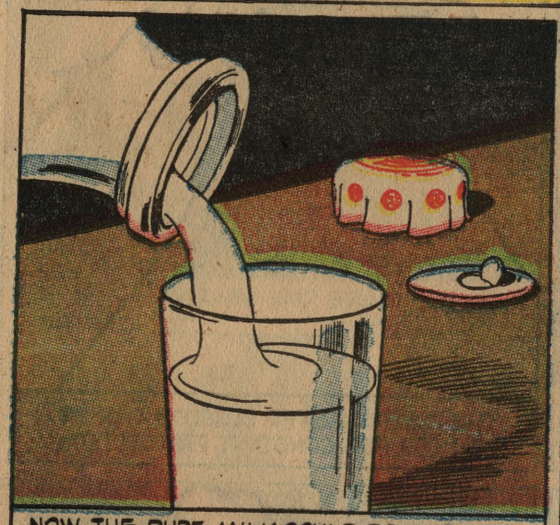
GREAT COMPANIES, SOME WITH THEIR OWN PAPER MILLS, MADE EXTENSIVE RESEARCH TO ASSURE THE ULTIMATE IN SANITARY CLOSURES.



EVEN THE WATER EMPLOYED IN THE PAPER MAKING PROCESS IS PURIFIED BY THE SYSTEMS USED FOR DRINKING WATER IN LARGE CITIES. THE PIPE LINES CARRYING THE WATER ARE MADE OF NON-CONTAMINATING COPPER TO PREVENT THE COLLECTION OF DEPOSITS.

THE PAPER ITSELF USED IN THE DISC CAP AND THE CLOSURE MEETS THE REQUIREMENTS OF SANITATION EQUAL TO THE HIGH STANDARDS FOR THE PURE, HEALTH BESTOWING MILK ITSELF.

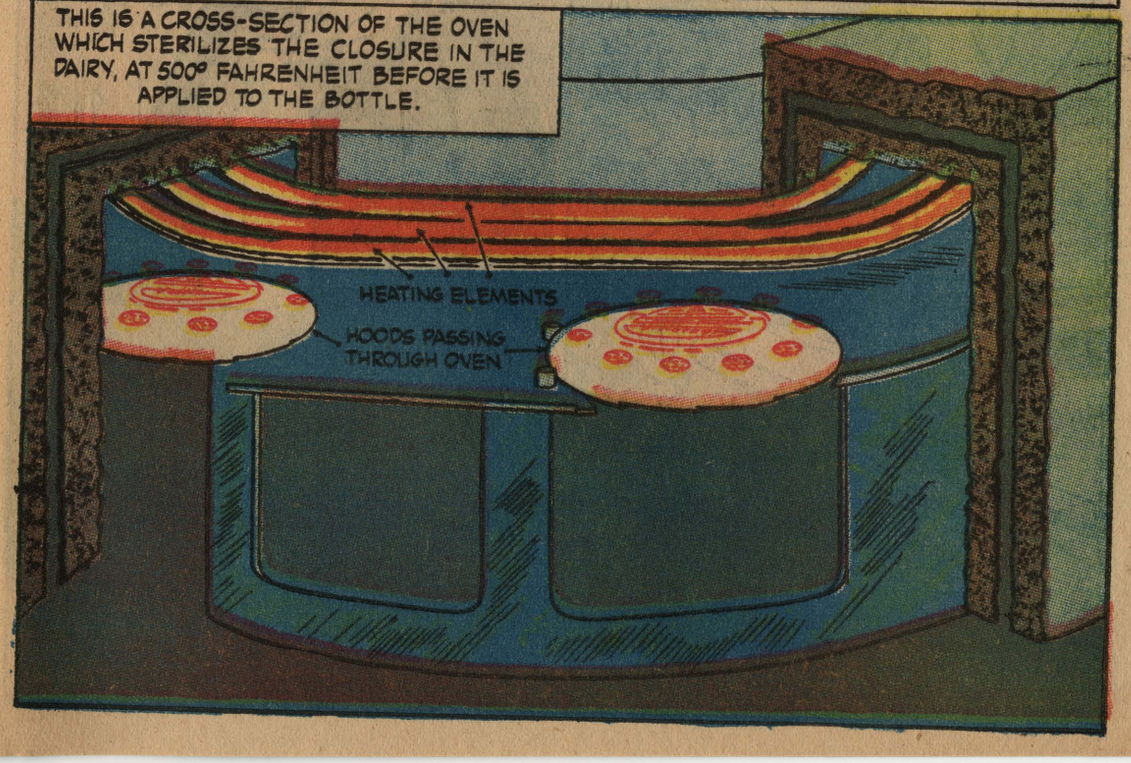
IN 1939, THE HIGHEST DEGREE IN SANITATION AND MILK PROTECTION WAS REACHED WHEN SEALRIGHT CREATED DOUBLE-CAPPING MILK PROTECTION.

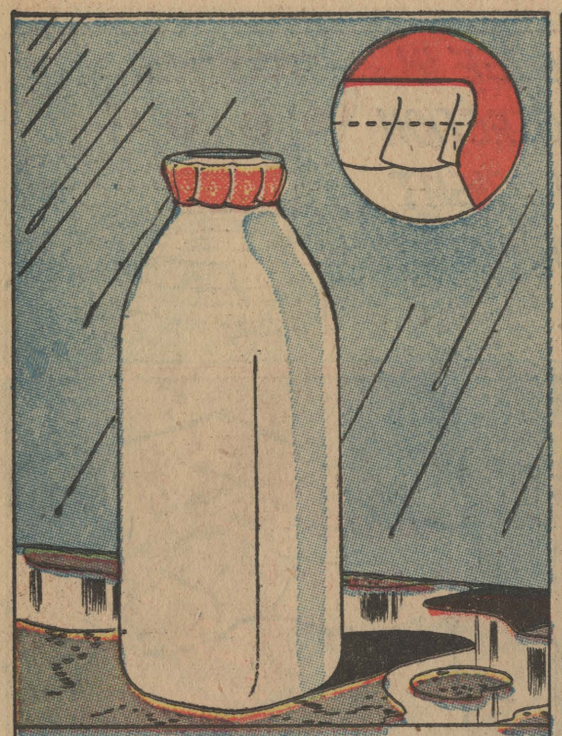


NOW THE PURE MILK COULD POUR OUT OF THE BOTTLE OVER A STERILIZED SURFACE.

THE CLOSURE SEALS IN THE MILK BUT STILL IT IS EASY TO TAKE OFF.

THIS IS A CROSS-SECTION OF THE OVEN WHICH STERILIZES THE CLOSURE IN THE DAIRY, AT 500° FAHRENHEIT BEFORE IT IS APPLIED TO THE BOTTLE.





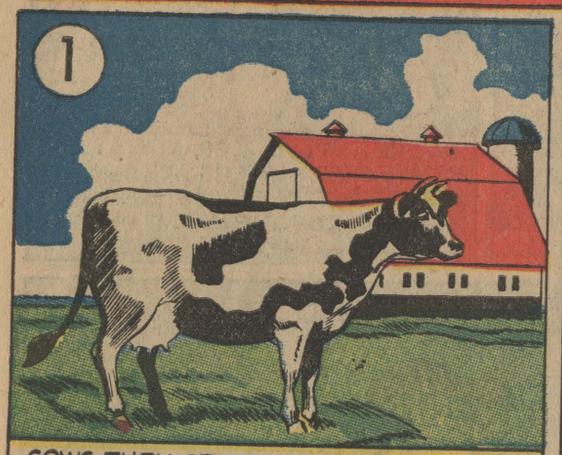
THE PAPER CLOSURE IS PLASTIC-COATED TO PREVENT OUTSIDE MOISTURE FROM CREEPING INTO THE MILK.

THE PLASTIC COATED CLOSURE CAN BE RE-USED FOR CONSTANT PROTECTION.

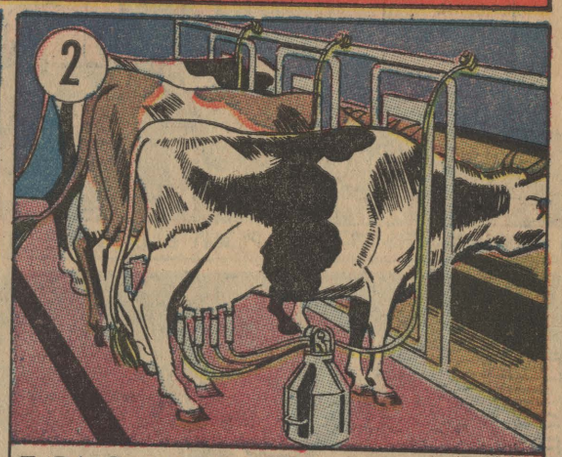
THE RIM OF A BOTTLE WITHOUT A HOOD CAN BE CONTAMINATED.

ALL THE MEASURES TAKEN TO INSURE PURE MILK AND SANITARY BOTTLES ARE IN VAIN UNLESS THE POURING EDGE IS ALSO PROTECTED.

IN THIS MODERN AGE THESE ARE STEPS TAKEN TO PROVIDE YOU WITH PURE, FRESH, HEALTHFUL MILK IN SANITARY CONTAINERS

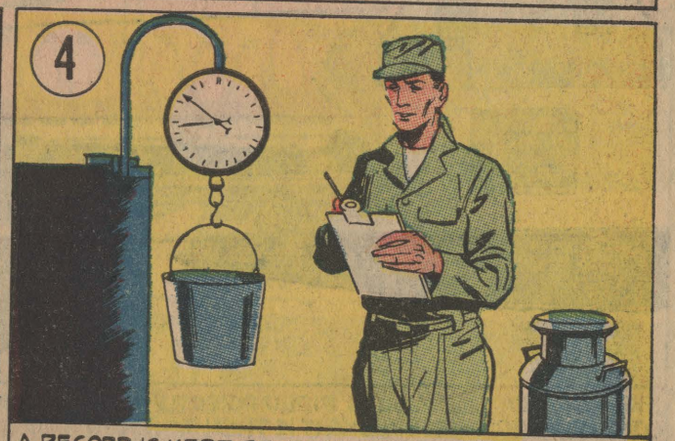


COWS TURN GRASS AND GRAIN INTO MILK.



THEY ARE MILKED AT LEAST TWICE A DAY.

THEIR HEALTH IS CHECKED REGULARLY BY A VETERINARIAN.

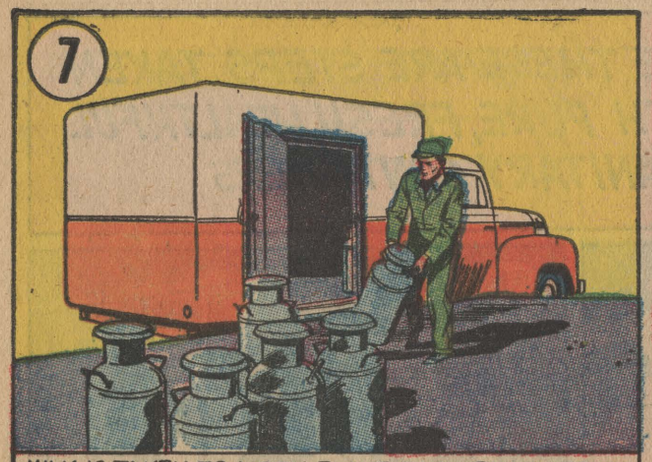


A RECORD IS KEPT OF EACH COW'S MILK PRODUCTION

THE WARM MILK IS STRAINED AND COOLED IMMEDIATELY IN THE MILKHOUSE.

ALL EQUIPMENT IS WASHED, STERILIZED AND STORED IN THE MILKHOUSE.

7

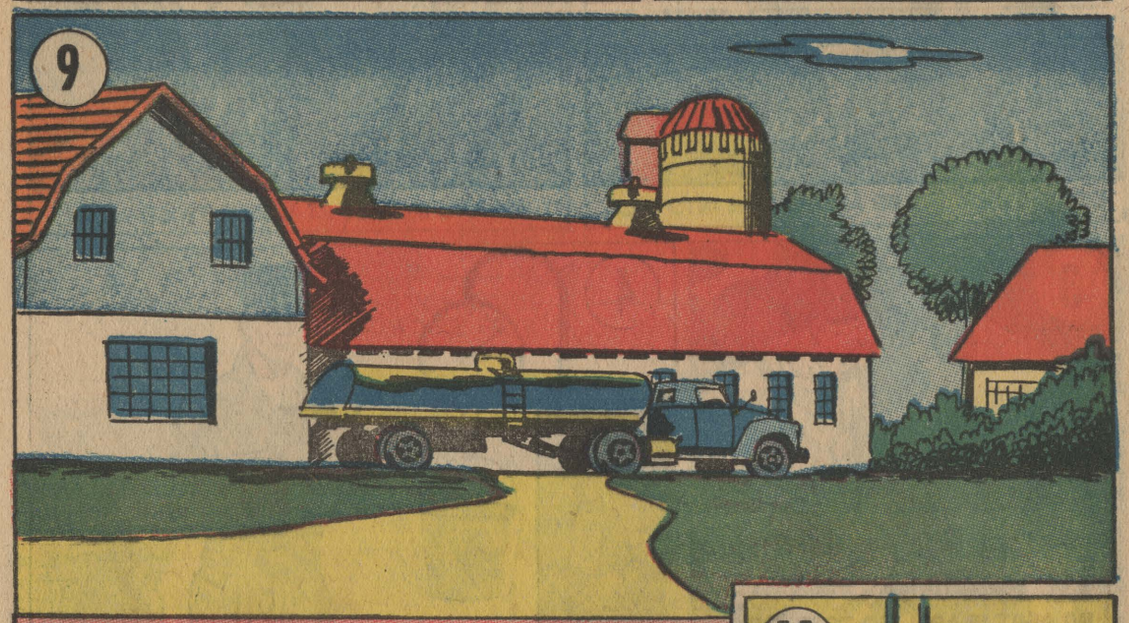


MILK IS TAKEN TO A CITY PLANT EACH DAY BY TRUCK.

8

..WHERE IT IS UNLOADED, INSPECTED AND WEIGHED. SAMPLES ARE SENT TO THE LABORATORY FOR TESTING. THE REMAINDER OF THE MILK FLOWS TO THE COOLER IN STERILE PIPES.

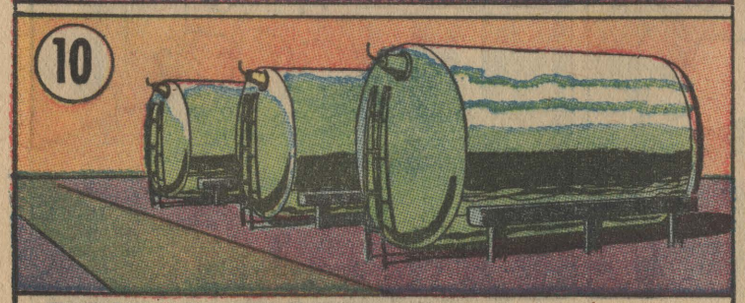
9



FREQUENTLY THE MILK IS PIPED DIRECTLY INTO ESPECIALLY CONSTRUCTED TANK TRUCKS, IT IS THEN TAKEN TO A COUNTRY RECEIVING STATION OR DIRECTLY TO A CITY PLANT.

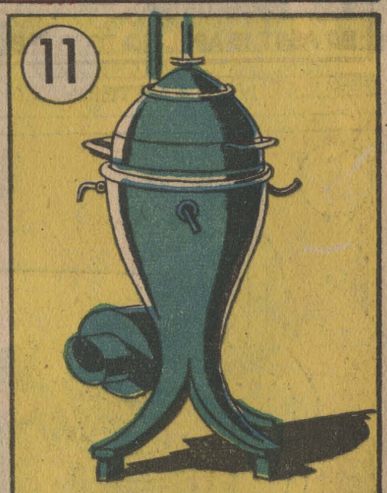
MILK IN TANK TRUCKS OR CARS IS UNLOADED THROUGH PIPES AND WEIGHED AND TESTED AGAIN.

10



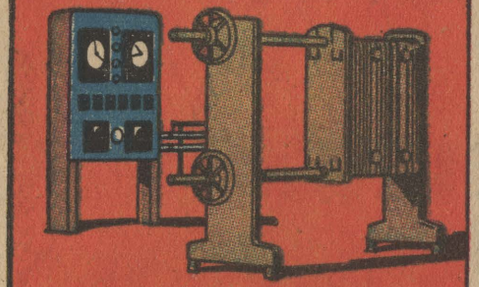
THE CHILLED MILK FLOWS INTO STORAGE TANKS, READY FOR PASTEURIZATION.

11



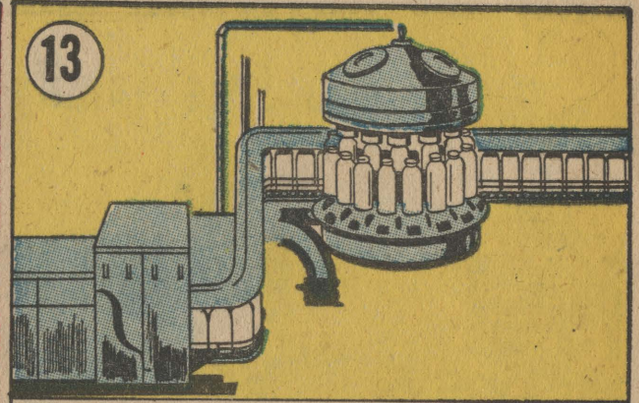
THE COOLED MILK IS THEN CLARIFIED OR FILTERED.

12



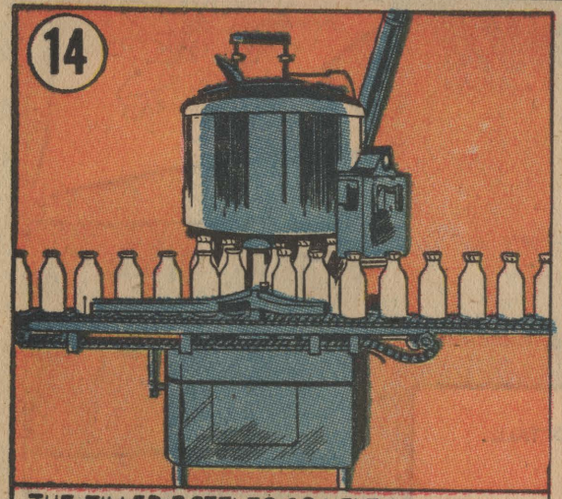
SOME MILK IS HOMOGENIZED. ALL OF IT IS PASTEURIZED IN AUTOMATICALLY CONTROLLED EQUIPMENT.

13



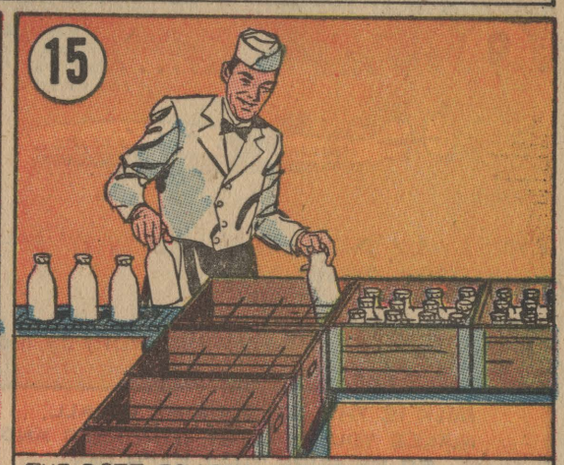
THE BOTTLE WASHER SCRUBS, RINSES AND STERILIZES ALL GLASS BOTTLES WHICH ARE THEN SENT TO A MACHINE WHICH FILLS THE STERILE GLASS CONTAINERS WITH COLD, PASTUERIZED MILK AND SEALS THEM WITH A DISC CAP.

14



THE FILLED BOTTLES GO NEXT TO A SPECIAL MACHINE WHICH PUTS A SEALON HOOD ON THE BOTTLE TOP TO PROTECT THE POURING EDGE FROM CONTAMINATION. THE HOOD IS STERILIZED AS IT IS APPLIED TO THE BOTTLE.

15



THE BOTTLES ARE INSPECTED, PACKED IN CASES, AND CONVEYED TO A REFRIGERATED ROOM.

16

DELIVERY TRUCKS ARE LOADED FROM THE REFRIGERATED ROOM.

17

THEN, AT LAST, THE PURE, FRESH, HEALTH BESTOWING MILK IS DELIVERED TO YOUR DOORSTEP— SEALED AND CAPPED TO GIVE YOU THE WORLD'S MOST PERFECT FOOD

Enter the NATIONAL MILK JINGLE CONTEST

Win a free family trip to fabulous

Disneyland

BOYS & GIRLS! IF YOU ARE 15 YEARS OF AGE OR UNDER WIN A VACATION TRIP FOR YOU AND YOUR MOM AND DAD

- YOU'LL STAY AT THE NEW DISNEYLAND HOTEL
- YOU'LL **Fly the finest...** FLY TWA TRANS WORLD AIRLINES

- YOU'LL HAVE THREE GLORIOUS DAYS TO SEE ALL OF WONDERFUL **DISNEYLAND**

JUST COMPLETE THE FOLLOWING JINGLE AND SEND IT TO NATIONAL MILK JINGLE CONTEST, SEALRIGHT CO., INC., FULTON, N.Y.

MILK IS THE BEST DRINK OF ALL,
MAKES YOU HEALTHY, STRONGER AND TALL.
SO BE SURE THAT EACH DAY
WHEN YOU GET UP YOU'LL SAY

_____

(JUST FILL IN THIS LINE)

YOUR NAME _____ AGE _____

MOTHER'S NAME _____

FATHER'S NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HERE ARE THE SIMPLE RULES:

1. Contest starts April 1, 1956, and ends midnight, July 31, 1956. You must be under 16 when contest begins.
2. Send in as many entries as you wish.
3. All entries become the property of National Milk Jingle Contest.
4. All awards will be final. Duplicate prizes will be awarded in case of a tie.
5. This contest is open to any resident of Continental United States or Canada, except employees of Sealright Co., Inc., its advertising agency and their families.
6. Prizes will be awarded within two weeks after the contest closes. Winners will be notified by mail.

VISIT:

1000 WALT DISNEY PERISCOPES

ALSO GIVEN FOR THE NEXT BEST ANSWERS

S 955-65

Printed in U.S.A.